

# Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

## Quick Facts

Colorado new vehicle registrations increased 7.8% in October '13 vs. 2012.

New registrations in the state during the first ten months of this year increased 12% compared to a year earlier.

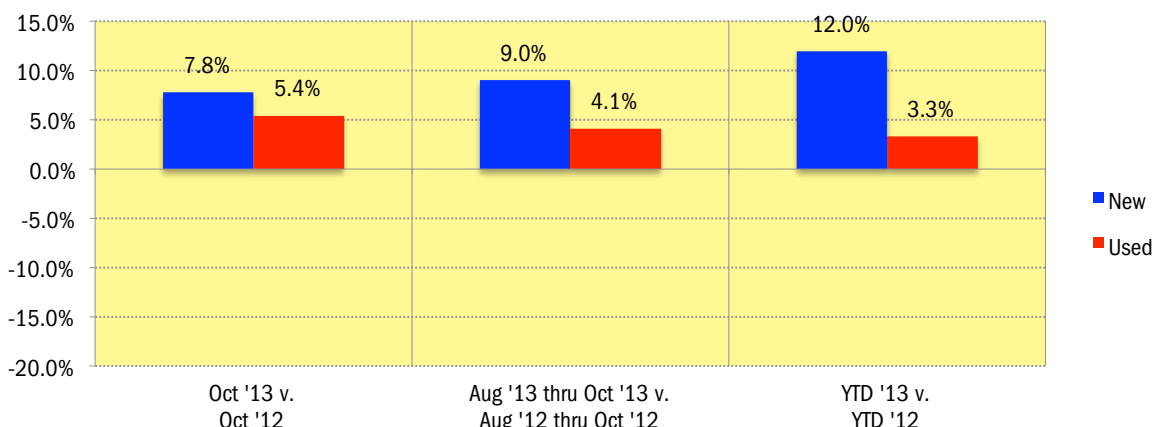
Used vehicle market was up 5.4% in October 2013 (vehicles seven years old or newer), and improved 3.3%, year-to-date.

Three year old vehicle market share increased 3.3 share points.

Dodge, Ram, Porsche, and BMW new vehicle registrations each increased more than 30% during the first ten months of this year.

Data measures new vehicle registrations in the state. Monthly recording of registrations occurs when the data is processed by the DMV.

**Percent Change in Colorado New and Used Retail Light Vehicle Registrations**  
(Used registrations only include vehicles seven years old or newer)



**Colorado New and Used Vehicle Markets Summary**  
(Used registrations only include vehicles seven years old or newer)

	Previous Three Months					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Aug '12 thru Oct '12	Aug '13 thru Oct '13	Percent Change	Aug '12 thru Oct '12	Aug '13 thru Oct '13	Percent Change
Total	44,639	48,657	9.0%	45,545	47,403	4.1%
Cars	19,314	19,733	2.2%	20,181	21,643	7.2%
Light Trucks	25,325	28,924	14.2%	25,364	25,760	1.6%
Detroit Three Brands	16,042	18,388	14.6%	22,409	22,260	-0.7%
European Brands	4,948	5,344	8.0%	4,611	4,885	5.9%
Japanese Brands	19,914	21,721	9.1%	15,973	17,341	8.6%
Korean Brands	3,735	3,204	-14.2%	2,552	2,917	14.3%
	Year-to-date thru October					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2012	YTD 2013	Percent Change	YTD 2012	YTD 2013	Percent Change
Total	130,419	146,012	12.0%	139,385	143,999	3.3%
Cars	57,117	60,010	5.1%	62,297	65,897	5.8%
Light Trucks	73,302	86,002	17.3%	77,088	78,102	1.3%
Detroit Three Brands	48,211	55,721	15.6%	69,811	68,840	-1.4%
European Brands	14,158	16,126	13.9%	14,000	14,934	6.7%
Japanese Brands	56,974	64,414	13.1%	47,520	51,603	8.6%
Korean Brands	11,076	9,751	-12.0%	8,054	8,622	7.1%

## Data Information

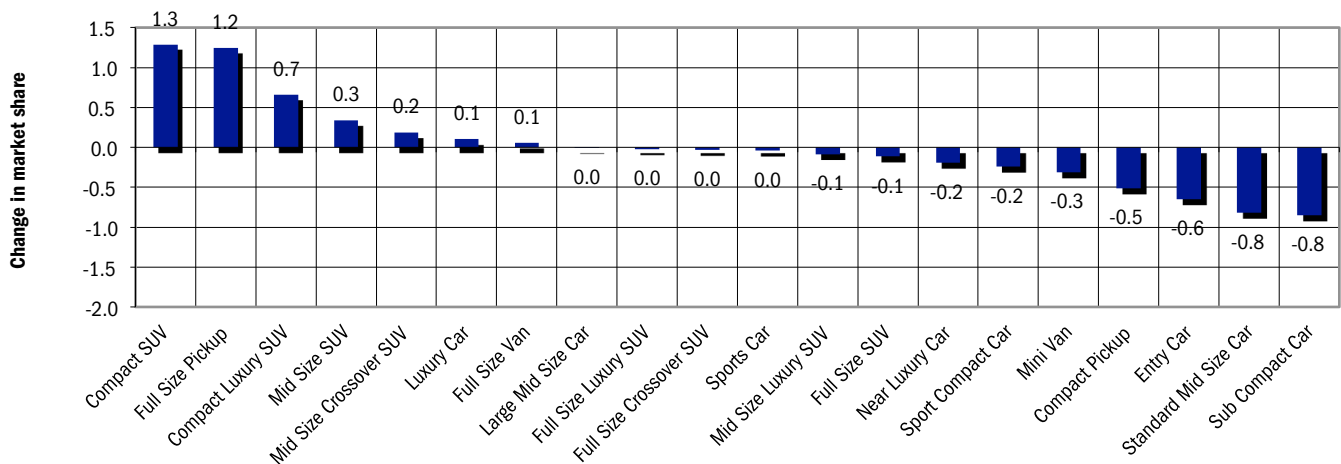
All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug '13 thru October '13			Year-to-date thru October			YTD Market Share (%)		
	Colorado			Colorado			Colorado			Colorado		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	14,700	15,846	7.8%	44,639	48,657	9.0%	130,419	146,012	12.0%			
Acura	242	158	-34.7%	629	590	-6.2%	1,628	1,721	5.7%	1.2	1.2	-0.1
Audi	200	239	19.5%	632	731	15.7%	1,838	2,262	23.1%	1.4	1.5	0.1
BMW	238	254	6.7%	661	902	36.5%	2,264	2,952	30.4%	1.7	2.0	0.3
Buick	111	152	36.9%	371	440	18.6%	1,062	1,304	22.8%	0.8	0.9	0.1
Cadillac	108	126	16.7%	331	376	13.6%	990	1,131	14.2%	0.8	0.8	0.0
Chevrolet	1,092	1,219	11.6%	3,465	3,819	10.2%	10,304	11,246	9.1%	7.9	7.7	-0.2
Chrysler	122	133	9.0%	412	359	-12.9%	1,327	1,103	-16.9%	1.0	0.8	-0.3
Dodge	317	397	25.2%	912	1,283	40.7%	2,854	4,229	48.2%	2.2	2.9	0.7
Fiat	46	35	-23.9%	146	114	-21.9%	410	373	-9.0%	0.3	0.3	-0.1
Ford	1,718	1,899	10.5%	5,188	5,748	10.8%	15,842	18,367	15.9%	12.1	12.6	0.4
GMC	423	455	7.6%	1,142	1,332	16.6%	3,358	3,970	18.2%	2.6	2.7	0.1
Honda	1,156	1,361	17.7%	3,681	4,175	13.4%	10,697	12,335	15.3%	8.2	8.4	0.2
Hyundai	624	490	-21.5%	1,949	1,543	-20.8%	5,527	4,868	-11.9%	4.2	3.3	-0.9
Infiniti	124	98	-21.0%	388	305	-21.4%	996	901	-9.5%	0.8	0.6	-0.1
Jaguar	3	11	266.7%	10	38	280.0%	44	74	68.2%	0.0	0.1	0.0
Jeep	937	1,020	8.9%	2,728	2,903	6.4%	8,046	8,512	5.8%	6.2	5.8	-0.3
Kia	568	538	-5.3%	1,786	1,661	-7.0%	5,548	4,883	-12.0%	4.3	3.3	-0.9
Land Rover	78	76	-2.6%	188	233	23.9%	563	704	25.0%	0.4	0.5	0.1
Lexus	254	296	16.5%	734	914	24.5%	2,103	2,658	26.4%	1.6	1.8	0.2
Lincoln	67	52	-22.4%	204	168	-17.6%	540	547	1.3%	0.4	0.4	0.0
Mazda	312	396	26.9%	869	1,079	24.2%	2,354	2,877	22.2%	1.8	2.0	0.2
Mercedes	201	218	8.5%	627	663	5.7%	2,046	2,116	3.4%	1.6	1.4	-0.1
MINI	73	80	9.6%	307	297	-3.3%	810	913	12.7%	0.6	0.6	0.0
Mitsubishi	53	47	-11.3%	158	142	-10.1%	446	526	17.9%	0.3	0.4	0.0
Nissan	952	1,036	8.8%	2,832	3,137	10.8%	8,241	9,317	13.1%	6.3	6.4	0.1
Porsche	28	39	39.3%	104	130	25.0%	303	398	31.4%	0.2	0.3	0.0
Ram	448	612	36.6%	1,284	1,865	45.2%	3,865	5,165	33.6%	3.0	3.5	0.6
smart	10	9	-10.0%	48	33	-31.3%	151	136	-9.9%	0.1	0.1	0.0
Subaru	1,331	1,585	19.1%	3,799	4,946	30.2%	11,643	14,745	26.6%	8.9	10.1	1.2
Tesla	0	22		0	93		0	144		0.0	0.1	0.1
Toyota/Scion	2,074	2,114	1.9%	6,572	6,433	-2.1%	18,113	19,095	5.4%	13.9	13.1	-0.8
Volkswagen	633	610	-3.6%	1,950	1,957	0.4%	4,916	5,434	10.5%	3.8	3.7	0.0
Volvo	75	60	-20.0%	251	227	-9.6%	724	707	-2.3%	0.6	0.5	-0.1
Other	82	9	-89.0%	281	21	-92.5%	866	299	-65.5%	0.7	0.2	-0.5

Change in New Vehicle Segment Market Share - YTD '13 thru October v. YTD '12 thru October

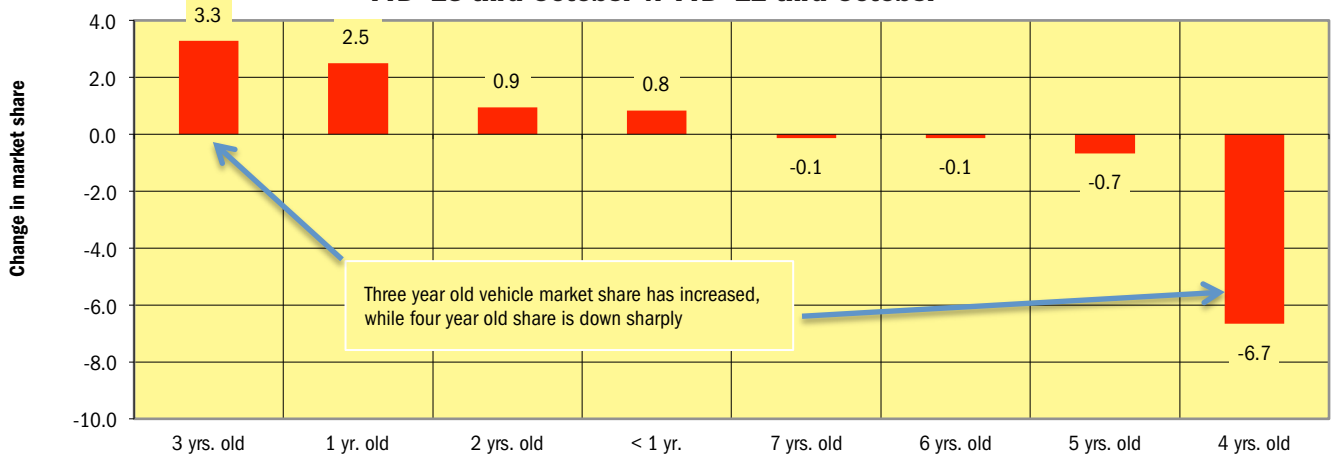


Data Source: AutoCount data from Experian Automotive.

**Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)**

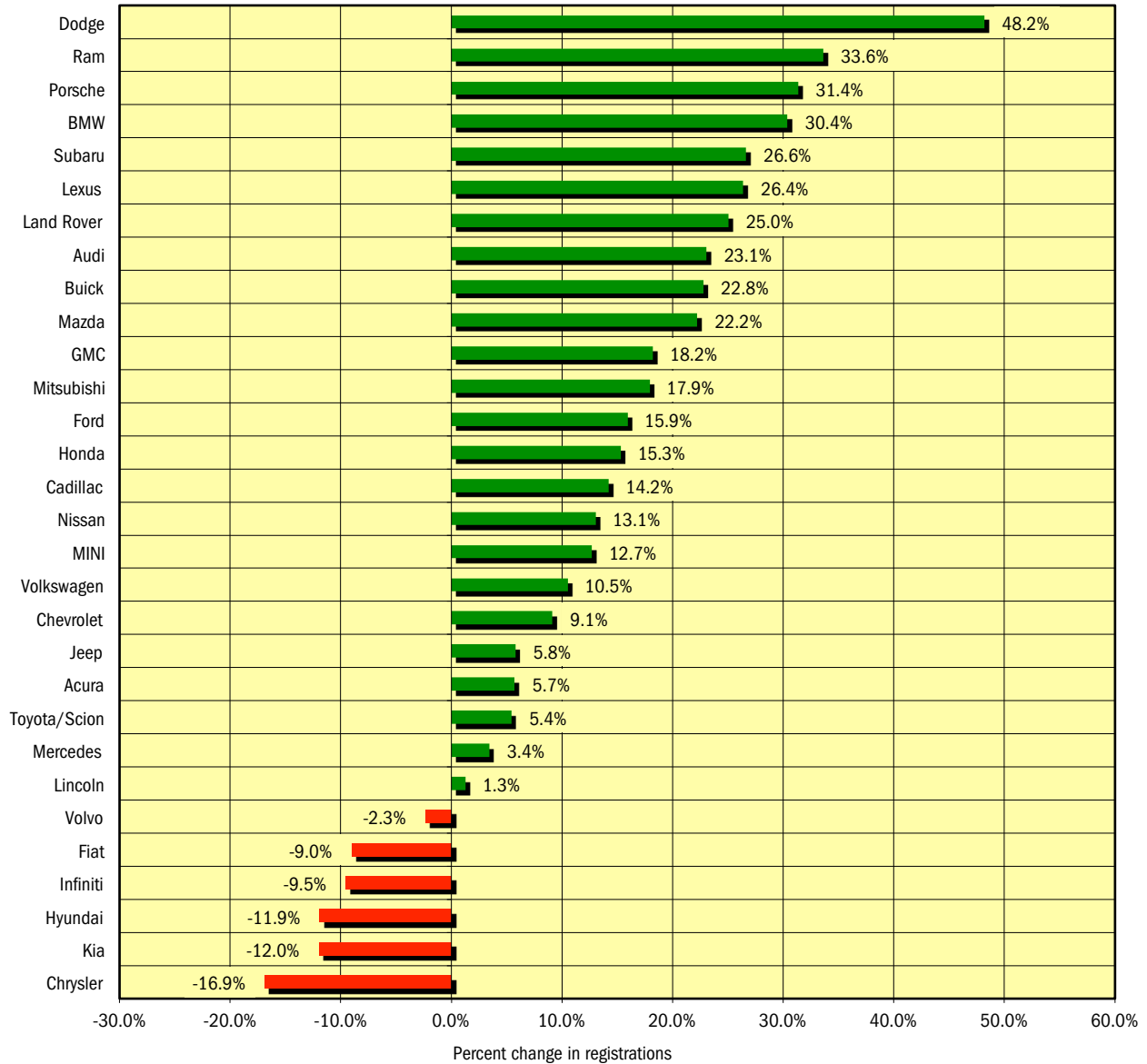
Colorado Used Retail Car and Light Truck Registrations												
	October			Three Month Period Aug '13 thru October '13			Year-to-date thru October			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
	TOTAL	14,845	15,647	5.4%	45,545	47,403	4.1%	139,385	143,999	3.3%		
Acura	219	194	-11.4%	657	613	-6.7%	1,828	1,859	1.7%	1.3	1.3	0.0
Audi	217	245	12.9%	685	686	0.1%	1,957	2,063	5.4%	1.4	1.4	0.0
BMW	328	325	-0.9%	978	997	1.9%	2,981	3,231	8.4%	2.1	2.2	0.1
Buick	171	126	-26.3%	441	372	-15.6%	1,276	1,180	-7.5%	0.9	0.8	-0.1
Cadillac	184	197	7.1%	516	586	13.6%	1,709	1,764	3.2%	1.2	1.2	0.0
Chevrolet	1,736	1,729	-0.4%	5,212	5,286	1.4%	16,454	16,695	1.5%	11.8	11.6	-0.2
Chrysler	385	334	-13.2%	1,184	1,054	-11.0%	4,034	3,327	-17.5%	2.9	2.3	-0.6
Dodge (incl. Ram)	1,205	1,134	-5.9%	3,673	3,431	-6.6%	11,207	10,737	-4.2%	8.0	7.5	-0.6
Ford	1,751	1,878	7.3%	5,576	5,971	7.1%	17,295	18,164	5.0%	12.4	12.6	0.2
GMC	428	470	9.8%	1,287	1,390	8.0%	4,039	4,070	0.8%	2.9	2.8	-0.1
Honda	837	948	13.3%	2,576	2,768	7.5%	7,818	7,927	1.4%	5.6	5.5	-0.1
Hummer	65	51	-21.5%	176	134	-23.9%	533	438	-17.8%	0.4	0.3	-0.1
Hyundai	440	499	13.4%	1,388	1,475	6.3%	4,321	4,513	4.4%	3.1	3.1	0.0
Infiniti	131	181	38.2%	420	500	19.0%	1,272	1,431	12.5%	0.9	1.0	0.1
Jaguar	10	5	-50.0%	27	26	-3.7%	103	76	-26.2%	0.1	0.1	0.0
Jeep	907	935	3.1%	2,777	2,731	-1.7%	8,243	8,261	0.2%	5.9	5.7	-0.2
Kia	364	490	34.6%	1,164	1,442	23.9%	3,733	4,109	10.1%	2.7	2.9	0.2
Land Rover	95	96	1.1%	270	272	0.7%	766	812	6.0%	0.5	0.6	0.0
Lexus	276	305	10.5%	820	894	9.0%	2,447	2,807	14.7%	1.8	1.9	0.2
Lincoln	85	100	17.6%	289	305	5.5%	858	967	12.7%	0.6	0.7	0.1
Mazda	297	328	10.4%	859	1,048	22.0%	2,627	3,225	22.8%	1.9	2.2	0.4
Mercedes	210	233	11.0%	622	723	16.2%	1,863	2,250	20.8%	1.3	1.6	0.2
Mercury	68	55	-19.1%	220	167	-24.1%	678	478	-29.5%	0.5	0.3	-0.2
MINI	64	79	23.4%	224	256	14.3%	677	759	12.1%	0.5	0.5	0.0
Mitsubishi	144	116	-19.4%	429	356	-17.0%	1,216	1,273	4.7%	0.9	0.9	0.0
Nissan	1,009	1,117	10.7%	3,180	3,389	6.6%	9,402	10,546	12.2%	6.7	7.3	0.6
Pontiac	197	146	-25.9%	621	451	-27.4%	2,043	1,586	-22.4%	1.5	1.1	-0.4
Porsche	38	37	-2.6%	117	116	-0.9%	359	391	8.9%	0.3	0.3	0.0
Saab	40	27	-32.5%	115	71	-38.3%	340	257	-24.4%	0.2	0.2	-0.1
Saturn	133	123	-7.5%	437	382	-12.6%	1,442	1,173	-18.7%	1.0	0.8	-0.2
Subaru	625	739	18.2%	1,960	2,231	13.8%	5,658	6,136	8.4%	4.1	4.3	0.2
Suzuki	109	113	3.7%	352	326	-7.4%	1,078	984	-8.7%	0.8	0.7	-0.1
Toyota/Scion	1,558	1,738	11.6%	4,710	5,211	10.6%	14,138	15,389	8.8%	10.1	10.7	0.5
Volkswagen	367	400	9.0%	1,103	1,299	17.8%	3,554	3,839	8.0%	2.5	2.7	0.1
Volvo	131	128	-2.3%	418	365	-12.7%	1,266	1,052	-16.9%	0.9	0.7	-0.2
Other	21	26	23.8%	62	79	27.4%	170	230	35.3%	0.1	0.2	0.0

**Change in Used Vehicle Market Share by Age of Vehicle**  
YTD '13 thru October v. YTD '12 thru October



Data Source: AutoCount data from Experian Automotive.

**New Vehicle Market Percent Change in Brand Registrations  
YTD '13 thru October v. YTD '12 thru September  
(Top 30 selling brands)**



Data Source: AutoCount data from Experian Automotive.

**Colorado Auto Outlook**

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